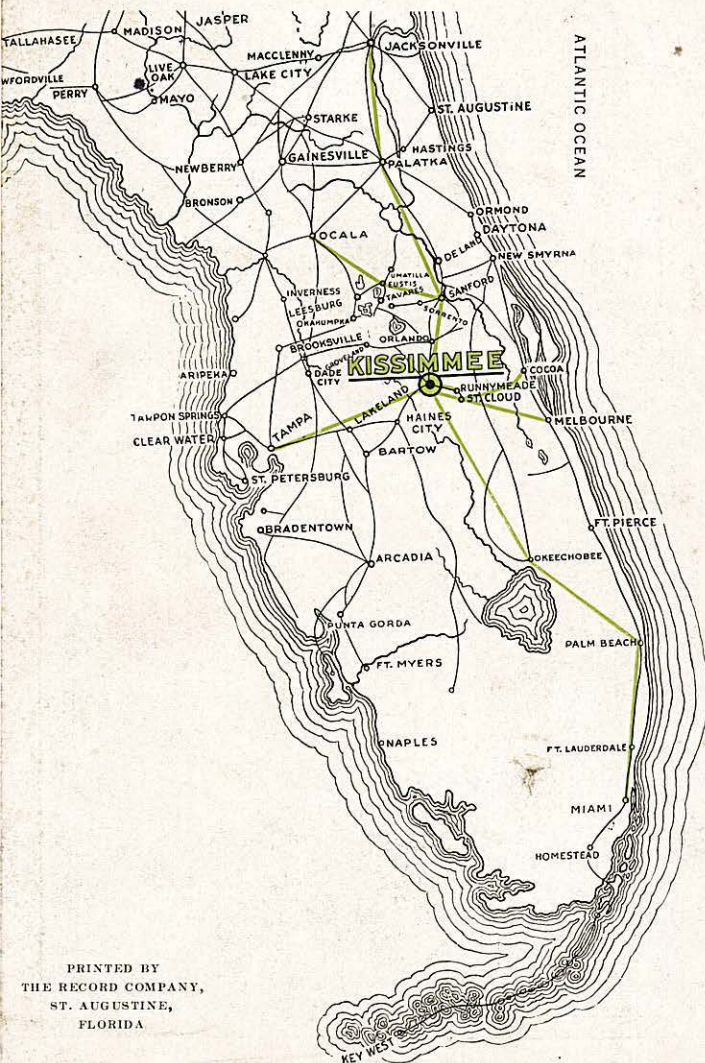




View of Driveway



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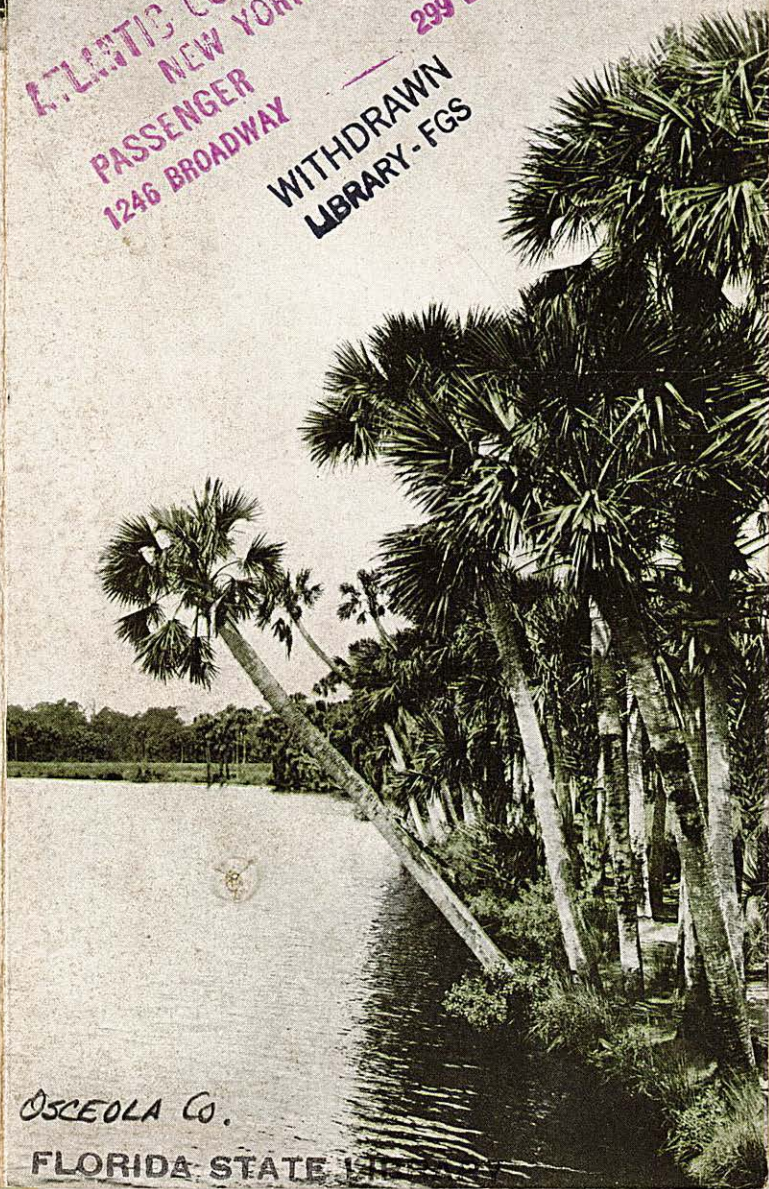
Kissimmee

FLORIDA

"THE MIDWAY CITY"

ATLANTIC COAST LINE RAILROAD
NEW YORK OFFICES
PASSENGER
1246 BROADWAY
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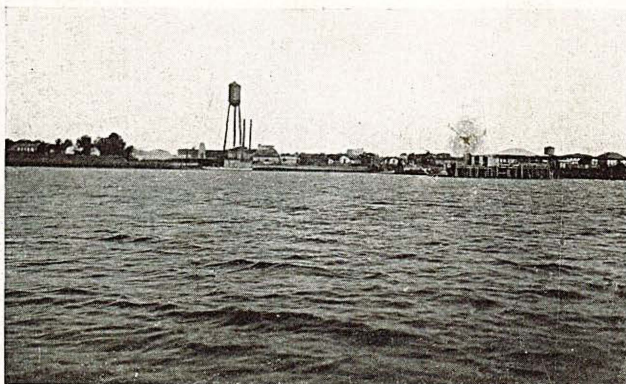
Graystone Hotel

KISSIMMEE'S main street, palm-bordered Broadway, called by tourists the most beautiful business street of Florida, is a part of the Dixie, Lincoln-Jackson, and Ocean-to-Gulf Highways. Surveys by the state road department show the part of the highways leading to, and in the immediate vicinity of, Kissimmee to be the most traveled section of the state.

Living at an altitude of seventy-five feet, Kissimmee people are free from the troublesome gnat and sandfly, while the mosquitoes which carry yellow fever and malaria have never been discovered in this section. Health predominates. Kissimmee's water has been the subject of frequent commendation by the State Board of Health, and official figures show Osceola County to have one of the lowest death rates in the world. Records of the health officers, and other physicians, fail to disclose a single case of malaria originating in Kissimmee. Known for years as "The Midway City" of Florida, it is far enough south to be practically free from danger from damaging frosts, and far enough north to escape excessive heat.

The city water front, along beautiful Lake Tohopekaliga, is being developed at present, and soon Kissimmee will have a lake-side park where the beauty of the water and the fresh breezes from over the lake may be enjoyed on summer afternoons or moonlit winter evenings.

Kissimmee Dock



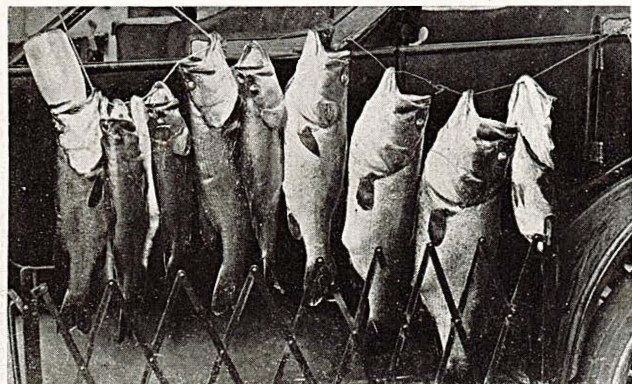
Broadway, Kissimmee

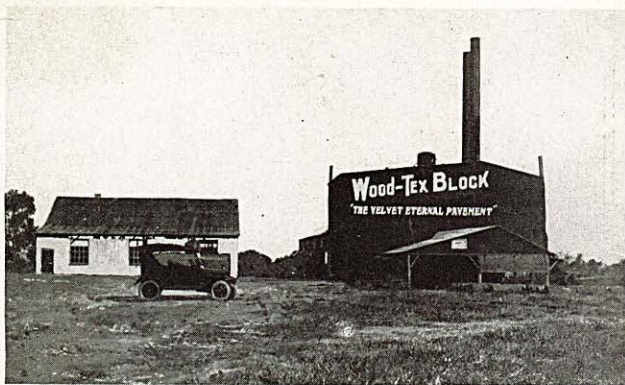
FLORIDA'S great superiority to other states lies in the fact that crops may be planted at such times as will bring them to market when prices are the highest. The vegetable industry has reached such proportions that it deserves a place at the head of the list of money crops in this country.

Frank Whitman, of *The Florida Grower*, has the following to say of Kissimmee: "When I learned that a man had made \$250.00 on one-quarter acre of string beans, I began to take notice of the other lines, aside from strawberries. I found that one grower had planted or was going to plant 100 acres to potatoes, 20 acres to cucumbers and 5 acres to strawberries. This man has tried out the soil, you may be sure, or he wouldn't go into things on such a large scale. I saw hundreds of acres of land in just about an hour's driving around Kissimmee—that can easily be made to produce not only strawberries but beans, cabbage, peppers, eggplant, cucumbers, lettuce, romaine and celery. In fact, if you should ask me, I would say that you can take your choice of just about that line which appeals to you most, or with which you are most familiar, and go to it—on lands surprisingly cheap."

It is nothing unusual for lands adjacent to Kissimmee to produce 60 barrels of potatoes to the acre, \$1,000.00 worth

A Morning's Catch in Lake Tohopekaliga





Plant of Wood Paving Block Co.

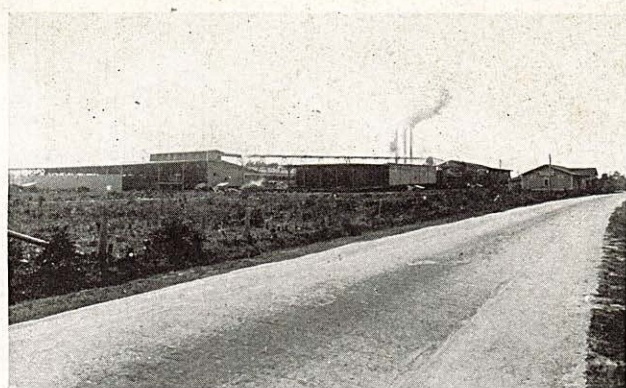
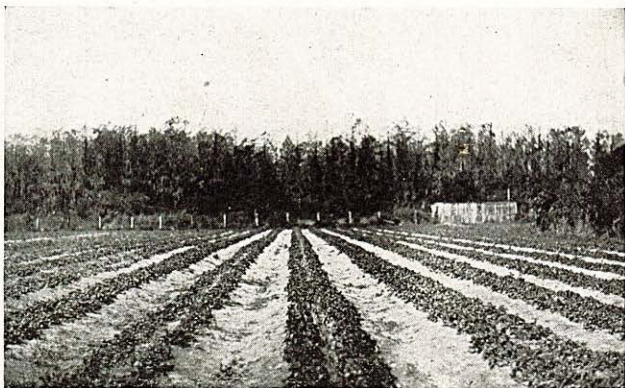
of eggplant, 500 gallons of syrup, \$800.00 to \$1,000.00 per acre on beans, cucumbers, celery, lettuce, etc.

DURING the past year the Kissimmee growers planted something like 125 acres of strawberries, and while this was a new industry for this section, the results have been very encouraging indeed and the Kissimmee strawberry has made a reputation for itself with the northern buyers, who pronounce the berries from this section to be of the first quality. From the records kept, the production has run from four to five thousand quarts per acre on average conditions. On account of the splendid showing in the production during the past season, the acreage for the coming season will be materially increased, thus establishing a permanent industry for this section.

The growers here are greatly assisted by a County Agricultural Agent and also a County Home Demonstrator, making a combination that is invaluable to the newcomer as well as to the old-timer.

The poultry industry is fast becoming one of the mainstays of this section. There is no more pleasant or interesting or certainly remunerative occupation than poultry raising in central Florida. Poultry has very few enemies in this county and is subject to very few diseases which are the cause of heavy losses and great annoyance in other sec-

Field of Strawberries at Kissimmee



Candler Lumber Company's Mill

tions. No great expense is involved in engaging in the business, and a well-located and properly managed poultry farm is bound to pay handsomely. This is not merely a theory, but has been thoroughly demonstrated.

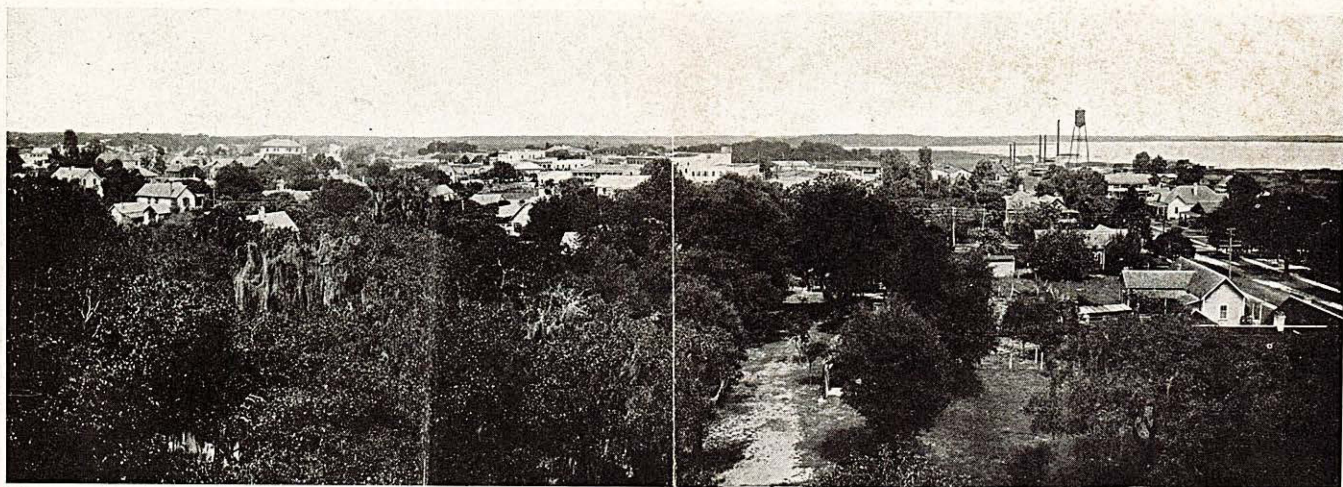
BESIDES the soils adapted to the growing of truck crops, we have soils on which the grower makes corn, sweet potatoes, rice, cassava, cowpeas, velvet beans, Napier grass and other staple crops grown for feeding live stock. Wonderful range for cattle and sheep, composed of marsh prairie, flatwoods and high pinelands. Osceola County has long been recognized as a fine section for raising cattle. An industry that has a great future, as evidenced by numerous herds of pure-bred cattle. Pasture lands are the best found in the South. Hogs are prolific here and, if properly managed, pay well.

Citrus groves produced over 200,000 boxes this season. The acreage being substantially increased each year. Numerous lakes, creeks and rivers afford water protection. Round timber milling, turpentine and rosin are paying industries in Osceola County.

Published by the
KISSIMMEE CHAMBER OF COMMERCE
 KISSIMMEE, FLORIDA

Orange Grove Near Kissimmee





PANORAMA OF KISSIMMEE

Kissimmee: Water-cooled and water-tempered

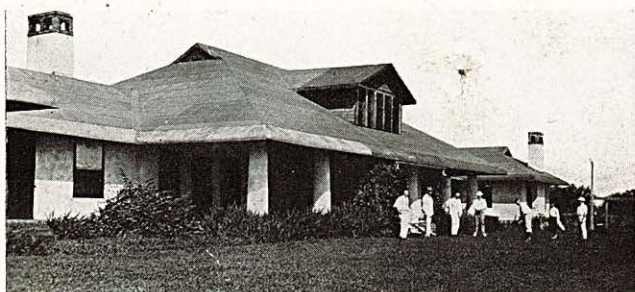
SITUATED near the geographical center of Florida, on the shores of a twelve-mile lake, with numerous smaller lakes in the environs, Kissimmee disproves the old-time theory that Florida is only a winter residence. More and more people are coming to look upon it as a year-round abiding place. As the many bodies of water temper the weather in winter, just so the summer rains break the monotony of eternal summer, for Florida's rainy season comes in the summer time; every month of the year has its showers, and long dry hot spells, so common to most states with warm climates, are unknown. Sunstroke is as totally absent as is snow. While the most of the United States is shivering in zero weather, and worrying about coal shortage, Kissimmee's parked streets and water fronts are crowded with summer-attired people. When the same sections of elsewhere are sweltering in unbearable heat, Kissimmee's residents very frequently "pull the blanket over them before morning." Eternal summer, yes; but without infernal heat!

Brick, asphalt, or concrete highways lead to the Gulf of Mexico, three short hours away. By the middle of this summer the road now under repair will be completed to the Atlantic, and, then, three hours east, by motor, the breakers roll! Through chains of beautiful lakes, and the winding Kissimmee river, freight and passenger vessels ply to gulf and ocean, giving a mid-state water transportation to the outside world. Plans now under way, when completed, by the addition of less than a score of miles of canal, will make Kissimmee the central point on an inland waterway from Jacksonville to the west coast of southern Florida.

Kissimmee, a modern city of about 5,000, with commission-manager form of government, is the county seat of Osceola County. It has an excellent educational system, its high school having been for years on the accredited list of the Association of Southern Colleges. Its free school busses transport school children from most of the surrounding back country, while good country schools are provided in sections which a school bus does not cover.

Kissimmee has municipal water and light plants, free from bonded indebtedness, modern fire-fighting equipment, ice plant, two banks, seven churches, eight hotels, auto camp, box, crate, and paving-block factories, wholesale grocery, manufacturing drug company, an incorporated cooperative growers' association, Chamber of Commerce, Woman's Club, Parent-teachers' Association, athletic association, two packing houses, a phonograph factory, eight fraternal orders, American Legion post, Boy Scouts, newspaper, public library, a business college, commercial and pleasure docks, and one of the best bands in the state.

Kissimmee Club House



Kissimmee Golf Course

